THE IMPACT OF DATA ANALYTICS ON FAN ENGAGEMENT STRATEGIES IN PROFESSIONAL SPORTS

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- Seminar in Sport Management
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INTRODUCTION

- - Data analytics transforms fan engagement
- - Multibillion-dollar industry impact
- - 63% of fans believe analytics improves experience (Golub, 2024)
- - Purpose: Analyze how data enhances engagement

LITERATURE REVIEW: EVOLUTION OF SPORTS ANALYTICS

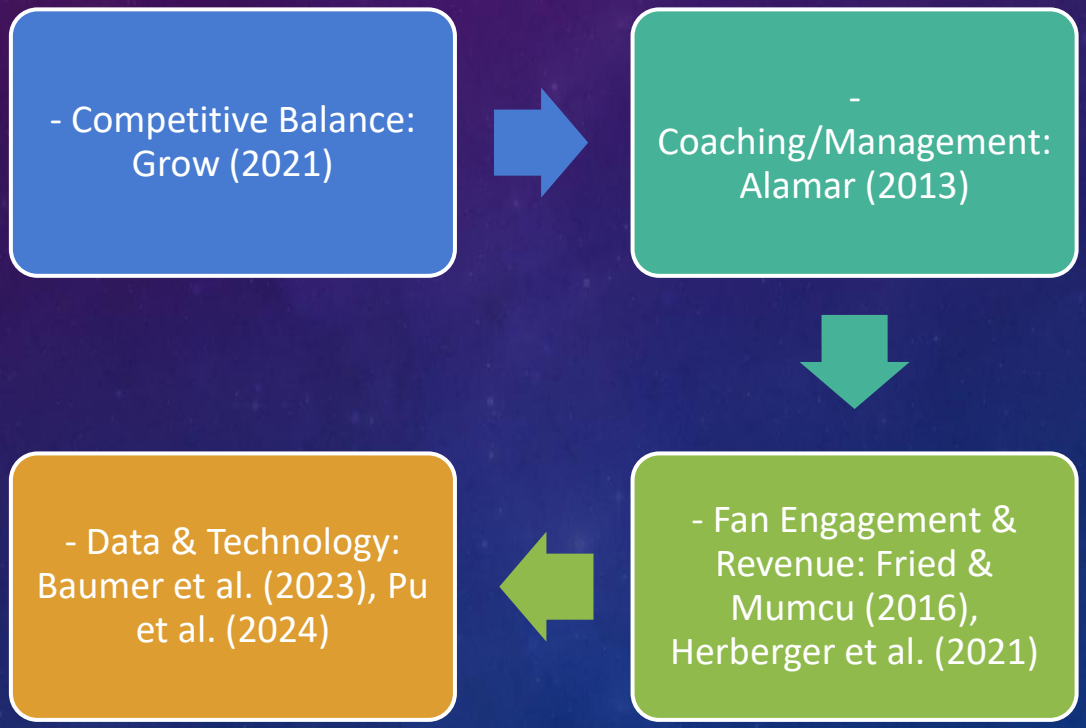
- Early focus: Player performance (Jayal et al., 2018)

- Shift to fan engagement (Fried & Mumcu, 2016)

- AI and Big Data personalize strategies (Pu et al., 2024)

- Ethical concerns: Losing emotional connection (Schoenfeld, 2023)

ANNOTATED BIBLIOGRAPHY OVERVIEW & THEMES


- Competitive Balance: Grow (2021)
- Coaching/Management: Alamar (2013)
- Fan Engagement & Revenue: Fried & Mumcu (2016), Herberger et al. (2021)
- Data & Technology: Baumer et al. (2023), Pu et al. (2024)

METHODOLOGY

- Qualitative analysis of literature and case studies

- Sources: Academic research, Deloitte, Golden State Warriors

- Identified themes: Personalization, AI/AR/VR, Social media

- Goal: Understand effective strategies

FINDINGS: PERSONALIZED MARKETING & PROMOTIONS

- - Data segmentation targets fans
- - Personalized offers increase loyalty (Deloitte)
- - Drives ticket sales (Fried & Mumcu, 2016)
- - Examples: 'We miss you' campaigns

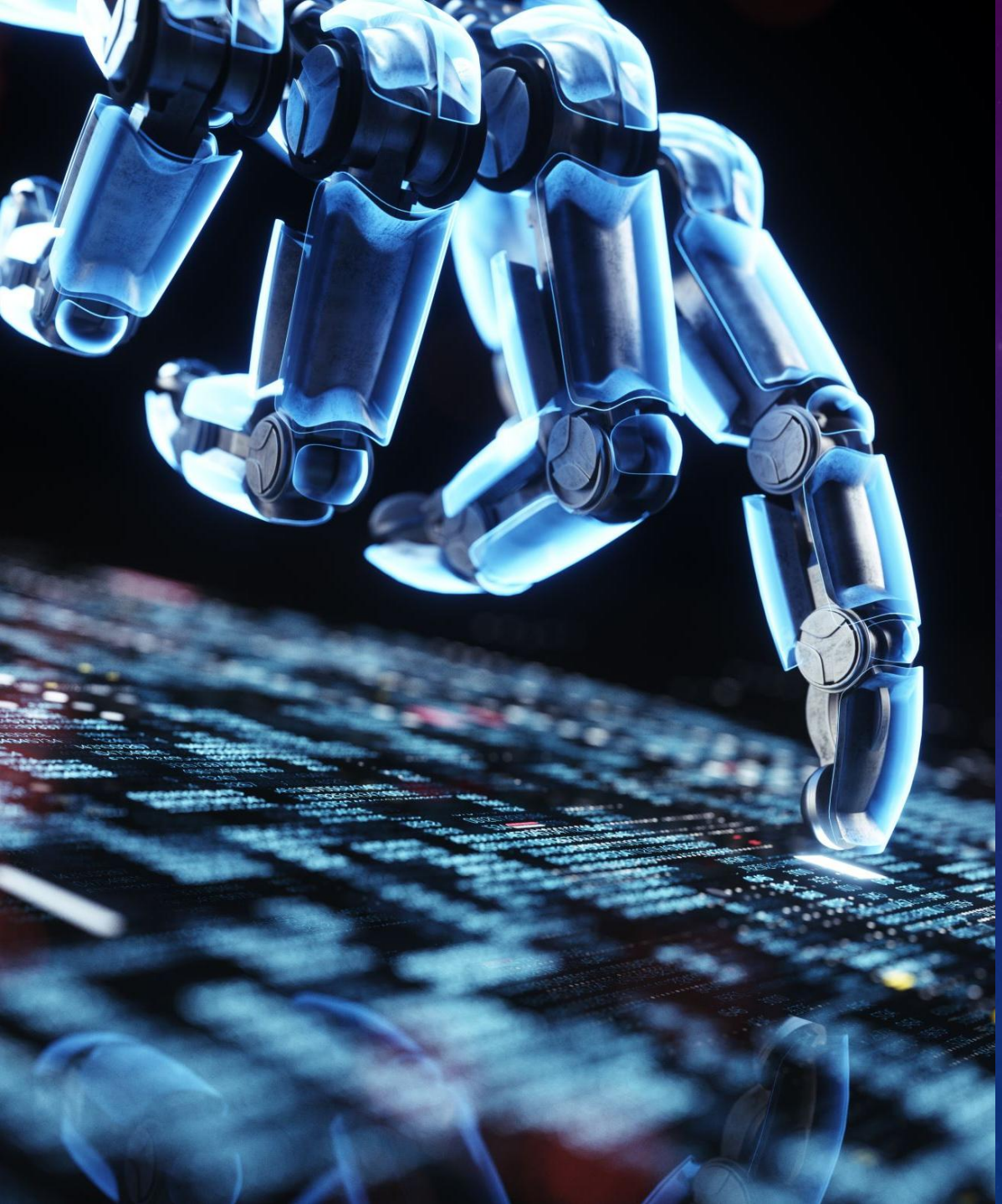
FINDINGS: SMART STADIUMS & SOCIAL MEDIA ENGAGEMENT

- SMART STADIUM TECH STREAMLINES EXPERIENCES (GOLUB, 2024)

- APPS OFFER FAN INTERACTION: VOTING, ORDERS

- SOCIAL MEDIA ANALYTICS TAILOR CONTENT

- BOOSTS IN-PERSON AND ONLINE FAN INTERACTION



EMERGING TECHNOLOGIES: AI, AR & VR

- - AI chatbots, highlight reels (Pu et al., 2024)
- - AR overlays real-time stats (NHL Edge)
- - VR courtside experiences (NBA)
- - Expands global access & revenue (Altman Solon, 2024)

DISCUSSION: ETHICAL & OPERATIONAL CHALLENGES

- - Privacy and data security (Freethink, 2022)
- - Over-reliance risks losing human connection (Schoenfeld, 2023)
- - Resource inequality: Big vs. small market (Grow, 2021)
- - Balance data with authenticity

CONCLUSIONS & RECOMMENDATIONS

Invest in	- Invest in analytics ethically (Deloitte)
Enhance	- Fan-centric focus: enhance experience (Fried & Mumcu, 2016)
Prepare	- Prepare for AI, AR, VR expansion (Pu et al., 2024)
Blend	- Blend data with human touch (Schoenfeld, 2023)

REFERENCES

- Baumer et al. (2023)
- Deloitte (n.d.)
- Fried & Mumcu (2016)
- Grow (2021)
- Herberger et al. (2021)
- Joyce (2024)
- Pu et al. (2024)
- Schoenfeld (2023)
- Zarley (2022)